

## Message Text

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ORIGIN CU-05

INFO OCT-01 ISO-00 EB-08 USIA-06 COME-00 SIG-03 AF-10  
ARA-10 EA-10 EUR-12 NEA-10 MMO-01 /076 R

DRAFTED BY CU/PC: JQBLODGETT:EAL  
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CU/ARA:DKREISBERG  
CU/AF:DSTRATMON  
CU/EA: NSMITH  
EA/RA:FBENNETT  
CU/WE:RRICHARDS  
EUR/RPE: DTIMMINS  
CU/EE: YRICHMOND  
EUR/SOV: ASTEFAN  
EUR/EE:CSCHMIDT  
CU/NEA:MBERG  
NEA/RA:SPALMER  
EB:CHAND  
USIA/IOP:ACARTER  
COMMERCE:FWEIL

-----070122 010716Z /15

R 282156Z FEB 78  
FM SECSTATE WASHDC  
TO ALL DIPLOMATIC POSTS  
XMT USLO PEKING  
AMEMBASSY VIENTIANE

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E.O. 11652: N/A

TAGS:EINV, SGEN, SOPN

SUBJECT: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

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1. STATE (CU), IN COOPERATION WITH PRIVATE SECTOR GROUPS,  
IS CONDUCTING A LONG-TERM PROGRAM TO EDUCATE TOP U.S. COR-  
PORATE MANAGEMENT IN THE MULTINATIONAL CORPORATIONS (MNC'S)  
ON THE ADVANTAGES TO BOTH CORPORATE AND USG OBJECTIVES OF  
THE MAINTENANCE OF HIGH STANDARDS OF CORPORATE CITIZENSHIP  
IN THE FOREIGN COUNTRIES WHERE THEY HAVE SUBSIDIARIES OR  
AFFILIATES. THE BACKGROUND AND PHILOSOPHY OF THIS PROGRAM

ARE SET FORTH IN STATE A-2902 OF APRIL 25, 1975.

2. THE LEVEL OF AWARENESS OF, AND INTEREST IN, THIS SUBJECT AMONG THE MORE PROGRESSIVE AMERICAN MNC'S HAS BEEN SHARPLY HEIGHTENED SINCE 1975 DUE TO SUCH FACTORS AS THE DAMAGING IMPACT OF RECENT BRIBERY SCANDALS, SUBSEQUENT ATTEMPTS IN THE OECD, UN, AND ILO TO DRAFT GENERALLY ACCEPTABLE MNC CODES OF CONDUCT, INCREASING CRITICISM OF THE MNC'S THROUGHOUT THE WORLD, AND THE RECENT PUBLICATION OF SEVERAL INDIVIDUAL COMPANY CODES OF CONDUCT OF VARYING QUALITY. WE ARE SEEKING TO BUILD ON THIS MOMENTUM BY CO-SPONSORING A SERIES OF SEMINARS, BOTH IN THE U.S. AND ABROAD, AT WHICH AMERICAN MNC EXECUTIVES WILL HAVE AN OPPORTUNITY TO DISCUSS FULLY AMONG THEMSELVES THE PROS

AND CONS, THE ORGANIZATIONAL IMPLICATIONS, AND THE ALTERNATIVE TECHNIQUES OF CONDUCTING WELL-CONCEIVED AND APPROPRIATELY TAILORED CORPORATE PROGRAMS OF SOCIAL ACTION IN THEIR VARIOUS HOST COUNTRIES OF OPERATION. THE OPTIMUM USG ROLE IN SUPPORT OF SUCH CORPORATE INITIATIVES WILL ALSO BE THOROUGHLY AIRED AT THE SEMINARS.

3. IN PREPARATION FOR THIS PHASE OF THE PROGRAM, U.S. AGENCIES AND THE PRIVATE SECTOR PARTICIPANTS ARE EAGER TO BUILD UP A SOLID CASE FILE OF EXAMPLES OF CONSTRUCTIVE MNC CORPORATE INITIATIVES IN THE HOST COUNTRY ENVIRONMENT. OFFICIAL USE

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MENT WHICH COULD BE USED, IN PROPERLY SANITIZED FORM, FOR EDUCATIONAL AND RESEARCH PURPOSES. THE EXAMPLES WE ARE SEEKING ARE THOSE WHICH GO BEYOND PROGRAMS OF DIRECT BENEFIT TO THE COMPANIES THEMSELVES (E.G. LABOR TRAINING PROJECTS) OR THOSE REQUIRED BY LOCAL LAW OR CUSTOM. A TYPICAL EXAMPLE MIGHT BE THE APPLICATION OF COMPANY MANAGERIAL OR TECHNICAL EXPERTISE TO THE SOLUTION OF A LOCALLY-PERCEIVED COMMUNITY PROBLEM.

4. ADDRESSEE POSTS ARE REQUESTED TO SUBMIT TELEGRAPHICALLY BY APRIL 14 AS MANY EXAMPLES OF GOOD MNC CORPORATE CITIZENSHIP IN THEIR HOST COUNTRIES AS THEY CAN READILY DEVELOP WITHOUT EXTENSIVE RESEARCH AND AS TIME PERMITS. EXAMPLES MAY BE DRAWN FROM THE EXPERIENCES OF FOREIGN AS WELL AS AMERICAN MNC'S. COMPANIES NEED BE IDENTIFIED ONLY BY THE BROAD INDUSTRIAL CATEGORY TO WHICH THEY BELONG (E.G. TEXTILE MANUFACTURING, BANKING, COMPUTER SERVICES, ETC.). EACH EXAMPLE SHOULD INCLUDE A VERY BRIEF NARRATIVE DESCRIPTION OF THE CORPORATE ACTION INVOLVED AND A COMMENT ON THE BENEFIT, IF ANY, ACCRUING TO THE COMPANY IN TERMS OF ITS STATUS IN THE HOST COUNTRY. INCIDENTS ALREADY REPORTED MAY BE SIMPLY

REFERENCED. LOCAL AMCHAMS, WHERE THEY EXIST, HAVE BEEN  
ALERTED TO THIS PROJECT THROUGH THE U.S. CHAMBER OF  
COMMERCE, AND SUBMISSIONS SHOULD BE COORDINATED WITH THEM.  
UNSUBSTANTIATED RUMORS OR PRESS REPORTS SHOULD NOT BE  
UTILIZED.

5. COMMERCE AND USIA HAVE CLEARED THIS MESSAGE. REPLIES  
SHOULD BE SLUGGED FOR STATE CU/PC. VANCE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PERSONNEL CONDUCT, MULTINATIONAL CORPORATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 28 feb 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Litigation History:**  
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**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
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**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
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**Review Date:** 02 may 2005  
**Review Event:**  
**Review Exemptions:** n/a  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
**SAS ID:** 3496313  
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**Status:** NATIVE  
**Subject:** EXAMPLES OF GOOD CORPORATE CITIZENSHIP LIMITED OFFICIAL USE LIMITED OFFICIAL USE  
**TAGS:** EINV, SGEN, SOPN, US, XX  
**To:** ALL POSTS PEKING MULTIPLE  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
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